

## **THE UNESCO'S ACTION FOR THE PROTECTION OF DIGITAL CULTURAL HERITAGE**

The advent of digital technologies has produced a huge impact on people's lives, forever changing the way people relate and exchange information. Especially in recent years, the increasingly widespread use of digital tools has led to the emergence of new types of cultural heritage, most of which exist only in digital format. The rapid aging of technology and the lack of immediate solutions has made it necessary to protect this digital heritage from the risk of being lost.

As the leading UN agency in the field of cultural heritage preservation, UNESCO responded to this challenge by adopting the Charter on the Preservation of Digital Heritage, which represented the first step of the subsequent international strategy.

This article analyses UNESCO's approach towards the preservation of digital cultural heritage, taking into account the difficulties related to the notion of digital heritage, which challenges the traditional concepts of cultural heritage and the way to protect it.